

# TAKING DOWN ~~TOBACCO~~



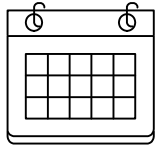
 **CVS**Health  
FOUNDATION





**WE WORK TO SAVE  
LIVES BY ADVOCATING FOR  
PUBLIC POLICIES THAT PREVENT  
YOUNG PEOPLE FROM SMOKING, HELP  
SMOKERS QUIT AND PROTECT EVERYONE  
FROM SECONDHAND SMOKE**

**[WWW.TOBACCOFREEKIDS.ORG](http://WWW.TOBACCOFREEKIDS.ORG)**



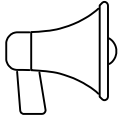
## ***Kick Butts Day – March 21, 2018***

Large scale day of youth activism; rallying point.



## ***Youth Engagement Alliance***

Adult Coordinator network dedicated to providing support, networking & technical assistance.



## ***National Youth Ambassadors***

Youth action network composed of dedicated youth leaders from across the country serving as state leads. Youth Ambassadors kick off their year at the **Youth Advocacy Symposium** & receive ongoing training throughout the year.



## ***Youth Advocates of the Year Awards (YAYAs)***

Exemplary youth advocates are honored and receive scholarships and grants to continue their work and serve as leaders in the tobacco control movement on a national stage.



## ***Youth Advocacy Training Program - Taking Down Tobacco***

Comprehensive training program that educates, empowers & engages youth in the fight against tobacco through online & in-person trainings.





**MARCH 21<sup>ST</sup>, 2018**

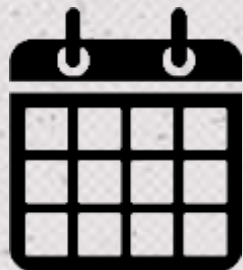
**Kick Butts Day is a national day of activism that empowers youth to stand out, speak up and seize control against Big Tobacco.**

**We're expecting more than 1,000 events in schools and communities across the United States and even around the world.**

**[WWW.KICKBUTTSDAY.ORG](http://WWW.KICKBUTTSDAY.ORG)**

# PLAN AND REGISTER AN EVENT TODAY

Join the fight for the first **tobacco-free generation** by hosting a Kick Butts Day event on March 21<sup>st</sup>, 2018.



**Step 1. Plan Your  
Event**



**Step 2. Register  
Your Event**



**Step 3.  
Supercharge Your  
Event**

**WWW.KICKBUTTSDAY.ORG**

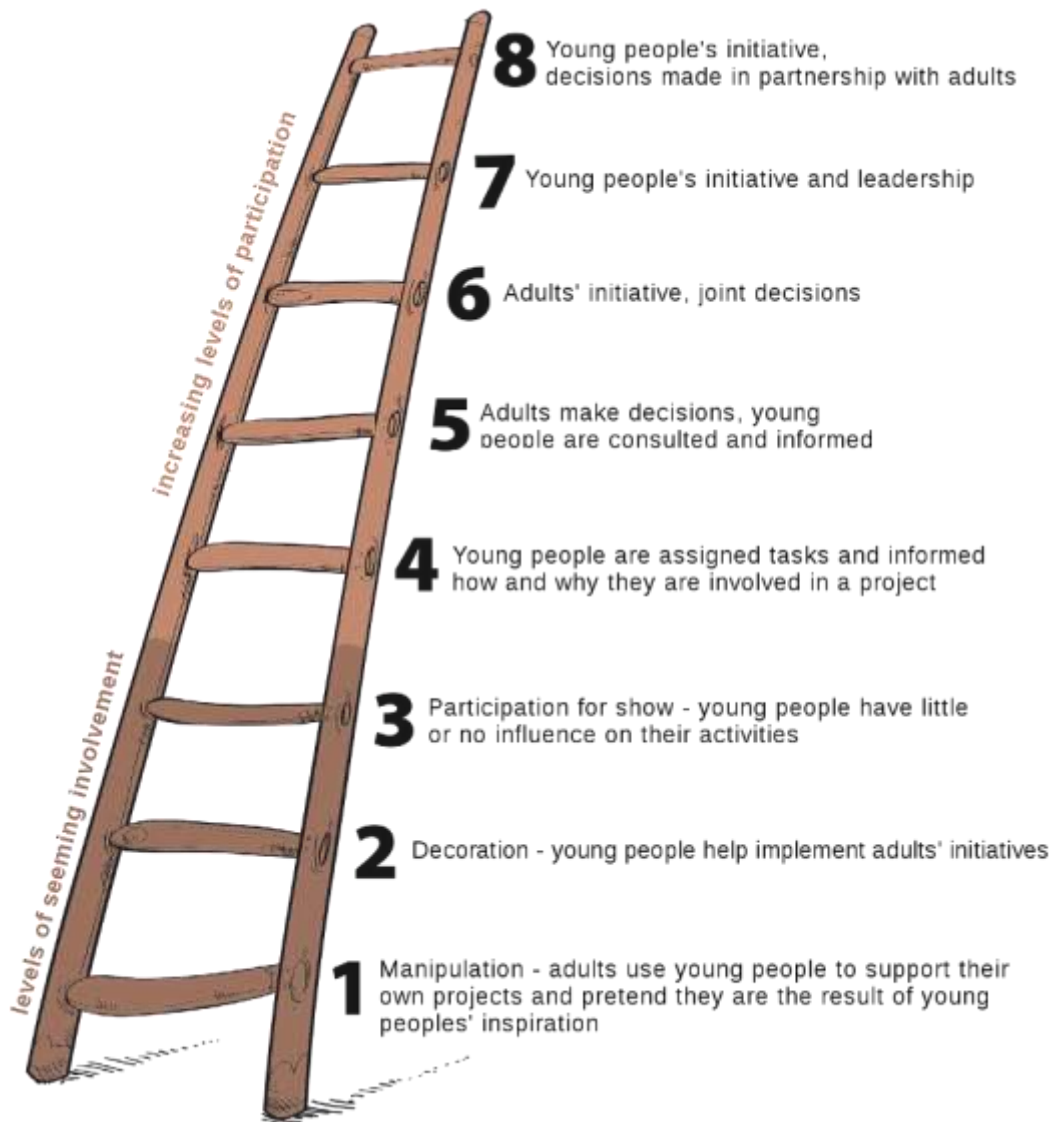
# ACTIVITY KITS

- **#BeTheFirst Pledge wall kit**
- **1<sup>st</sup> come 1<sup>st</sup> serve**
- **Must register event to be eligible for a kit**
- **Request form closes on February 15<sup>th</sup>**

[WWW.KICKBUTTSDAY.ORG](http://WWW.KICKBUTTSDAY.ORG)



# HART'S LADDER OF PARTICIPATION



ENGAGEMENT

PARTIAL ENGAGEMENT

NON-ENGAGEMENT

# ***AUTHENTIC YOUTH ENGAGEMENT***

- Access
- Recruitment
- Communication
- Maintenance/Retention
- Recognition
- **TRAINING**



# TAKING DOWN TOBACCO



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 **CVS**Health  
FOUNDATION

[About](#)

[FAQs](#)

[Contact Us](#)

[Login](#)

ATTENTION AMERICA'S YOUTH:

## #BeTheFirst Tobacco-Free Generation!

Take **FREE** online courses to get the knowledge, skills and tools you need to fight tobacco use in your community.

[Learn more](#)

New User?  
**SIGN UP NOW**

Returning User  
**LOG IN**

# WWW.TAKINGDOWNTOBACCO.ORG

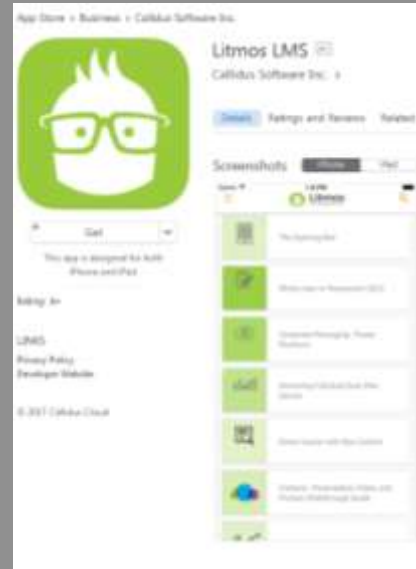
# ***ALL TRAININGS ARE...***

- **FREE**
- Available to youth and adult allies
- Self-paced, available 24/7
- Narrated, interactive
- Fact-checked and reliable
- Tracked and reports are available

# HOW DOES IT WORK?



# LITMOS - LEARNING APP



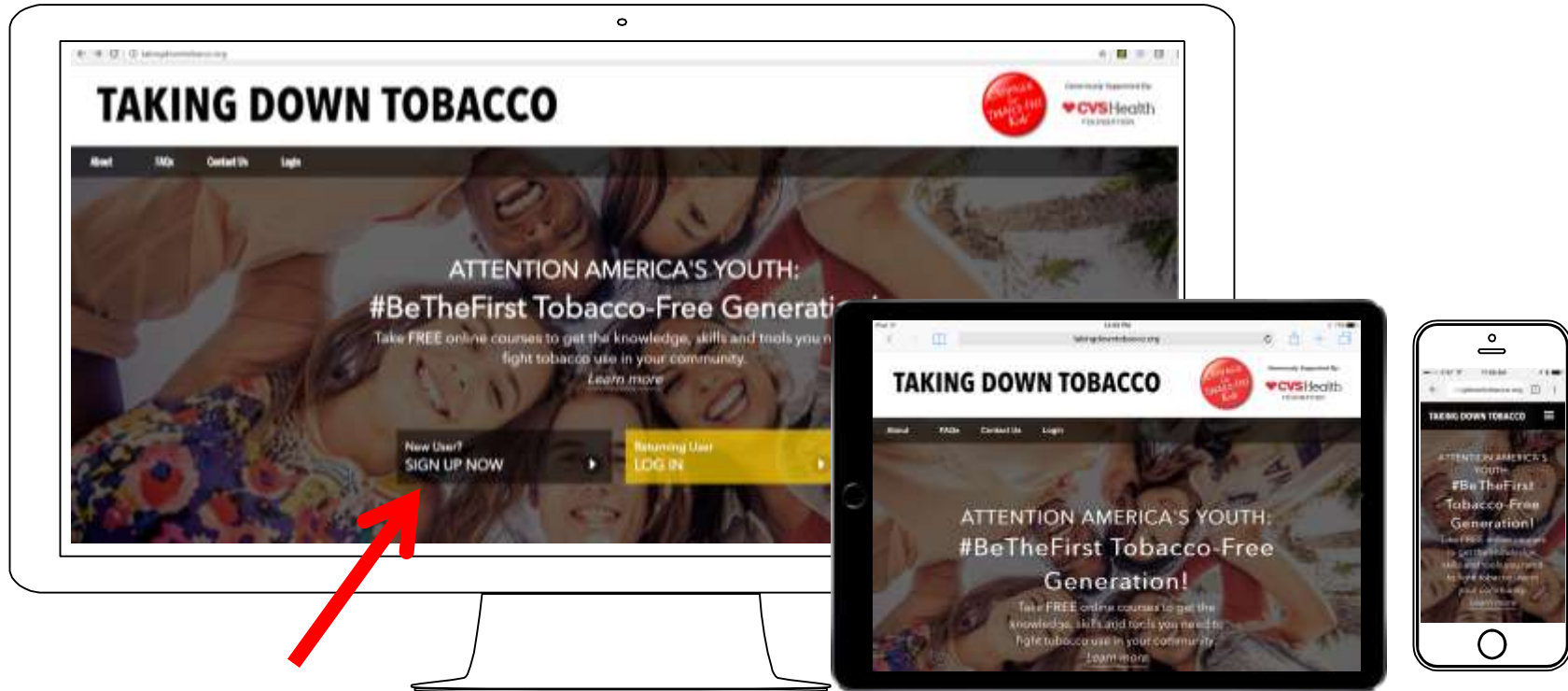


# WWW.TAKINGDOWNTOBACCO.ORG

STEP  
**1**



**SIGN UP ONLINE**





taking down tobacco



Click here to enable desktop notifications for Gmail. [Learn more](#) [Hide](#)

Gmail



Move to Inbox



More

11 of 12



COMPOSE

Taking Down Tobacco login information

Bookmarks

Inbox (4)

Starred

Important

Sent Mail

Drafts (1)

Categories

2008 Taxes

2009 Taxes

2010 Taxes

Leslie

**Taking Down Tobacco** <system@litmos.com> Unsubscribe  
to me

7/25/17

## TAKING DOWN TOBACCO

Hello Leslie,

An account has been created for you on the **Taking Down Tobacco** training platform.

**Login Details Username:** [lesliemarie40@gmail.com](mailto:lesliemarie40@gmail.com)

To login and complete your training courses, please click on the following link:  
<https://tobaccofreekids.litmos.com/login.aspx?loginkxy=ac23f193-f0fa-4053-b6d2-66cd251bb43e>



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Click here to [Reply](#) or [Forward](#)

5.95 GB (39%) of 15 GB used  
[Manage](#)

[Terms](#) - [Privacy](#)

Last account activity: 1 hour ago  
[Details](#)

No recent chats  
[Start a new one](#)



# TAKING DOWN TOBACCO



Generously Supported By:



Home Course Library Achievements



My Profile & Settings > Edit my profile



**Leslie Ferreira**

Last login was moments ago

\* is required field

**First Name\***

Leslie

**Last Name\***

Ferreira

**Username\*** Most people use an email address as their username

lferreira@tobaccofreekids.org

**Password**

**Confirm password**

**Title**

Training & Outreach Manager

**Manager**

**Company**

Campaign for Tobacco-Free Kids

**Email\***

lferreira@tobaccofreekids.org

☒ Enable email notifications for messages ☐ Enable notifications for forums

**Website**

www.tobaccofreekids.org

# TAKING DOWN TOBACCO



Generously Supported By:



[Home](#) [Course Library](#) [Achievements](#)

12

Welcome, Leslie Ferreira



Total 24

All In Progress Overdue Not Started

**Messaging Matters**  
Learning Path

0%

**VIP Taking Down Tobacco**  
Learning Path

0%

**Host Activities**  
Learning Path

33%

**0%**

**0%**

**0%**

## News

Exciting news! Our team is always hard at work to improve Taking Down Tobacco: last month, we rolled out a new and updated Taking Down Tobacco 101 course and new options to Become a Trainer. This month, we've turned our focus to the Core 4 courses, and we think you'll like what you see! Check out or restart the Core 4 courses today to see what's new!

October 10

We've officially launched registration for Kick Butts Day, our annual day of activism where



# TAKING DOWN TOBACCO/101

- **Intro to tobacco**
- **Content includes:** dangers of tobacco use, emerging products, industry predatory marketing, and power of youth voices to fight tobacco.
- **Youth-led**, school & community trainings



# NICOTINE

## WHAT IS NICOTINE?

CN1CCCC1c2cccnc2

Travis Smith  
Health Literacy  
Educator

### OUTLINE

Search...

#### SECTION 2: TOBACCO BASICS

##### Tobacco 101

What is Tobacco?

What is Nicotine?

Nicotine

Designated by Government

The Tobacco Industry & Revenue

Tobacco Products

What are Cigarettes?

Cigarette Ingredients

Cigarette Chemicals

What Other Tobacco Products are?

Smoking Tobacco & Health

Cigs & Cigarettes

Flavored Tobacco Products

E-cigarettes

END

##### Health Effects & Secondhand Smoke

Smoke

END

# Smokeless Tobacco

Click the "Start Quiz" button to proceed

Back

Skip Quiz

Start Quiz

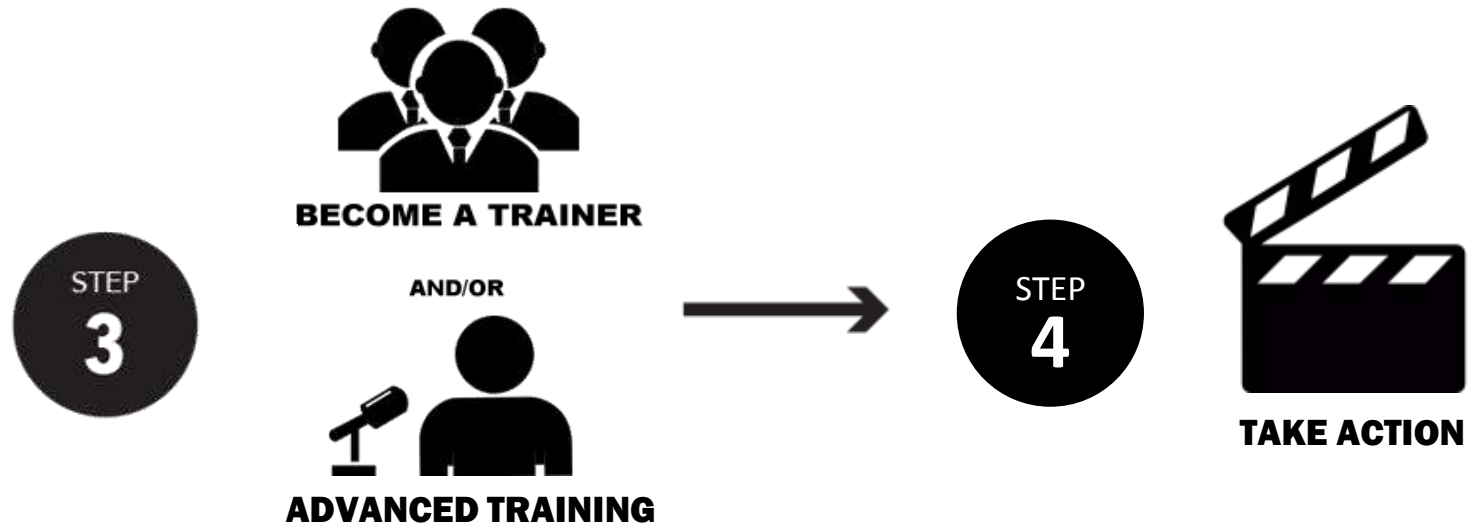


Travis Smith  
Youth Advocacy  
Apprentice

## OUTLINE

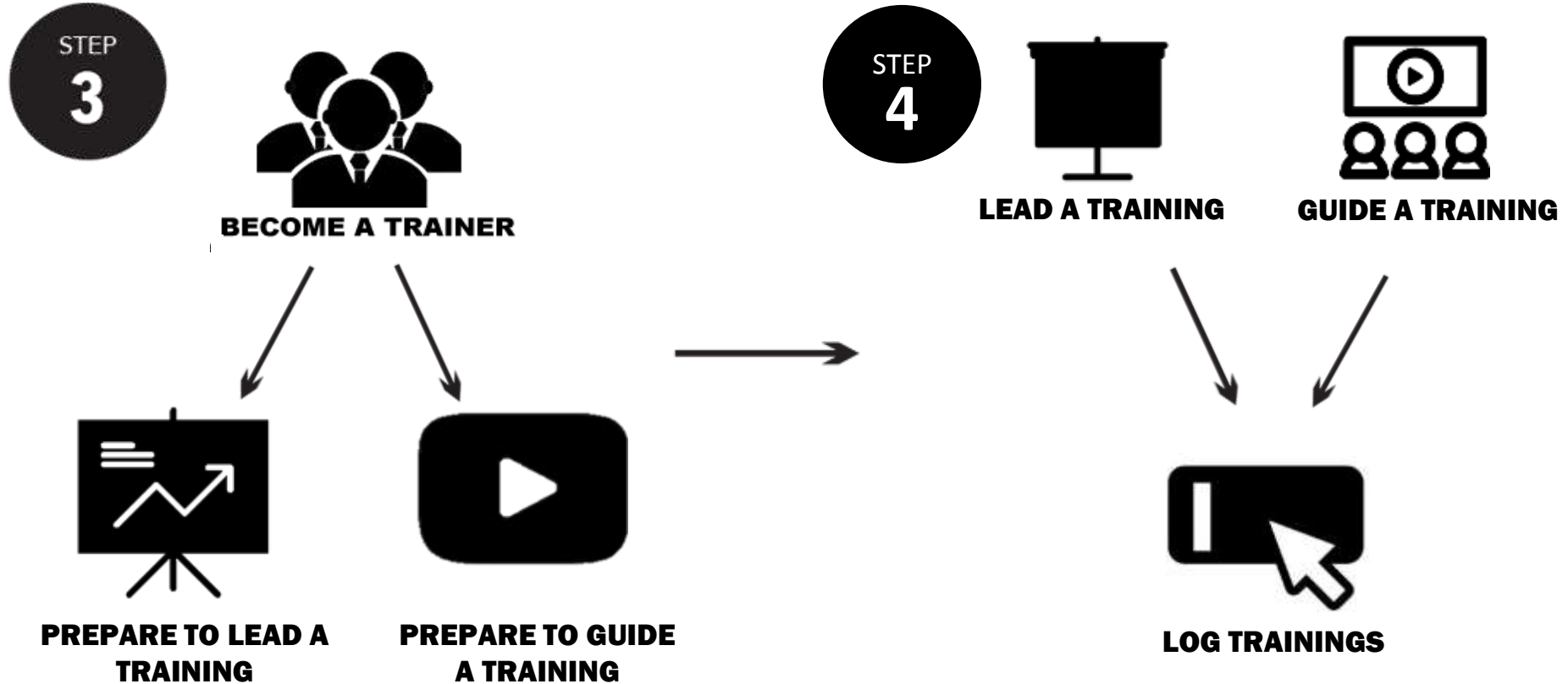
- Search...
- Section 1: Tobacco Basics
    - Tobacco 101
    - Production vs. Commercial Tobacco
    - What is Tobacco?
    - What is Nicotine?
    - Nicotine
    - Designed for Addiction
    - The Tobacco Industry & Marketing
    - Tobacco Products
    - Known Risks: Tobacco Products
    - What are Cigarettes?
    - Cigarette Ingredients
    - Cigarette Chemicals
    - Other Tobacco Products
  - Smokeless Tobacco**
    - Hookah
    - E-cigarettes
    - Flavored Tobacco Products
    - E-cigarettes
    - Chew vs. Roll
    - Quiz
    - Health Effects & Secondhand Smoke
    - Smoking & Your Body
    - The Real Cost of Tobacco
    - The Real Cost of Tobacco
    - Secondhand Smoke

# ADVANCED TRAINING & DIRECT ACTION





# BECOME A TRAINER





Section 5: The Solution (Guided Version)

Post-Training Survey You're done! (locked) ⓘ

Upload #BetheFirst Selfie (locked) ⓘ  
100% Passmark

Results

The modules in this course must be completed in the order listed.

▼ Guide Your 3rd Training ⓘ

63%

✓ Introduction (Guided Version)

✓ Section 1: The Problem (Guided Version)  
100% My Score

✓ Section 2: Tobacco Basics (Guided Version)  
100% My Score

✓ Section 3: Cause of the Problem (Guided Version)

✓ Section 4: Youth & Tobacco (Guided Version)

Section 5: The Solution (Guided Version)

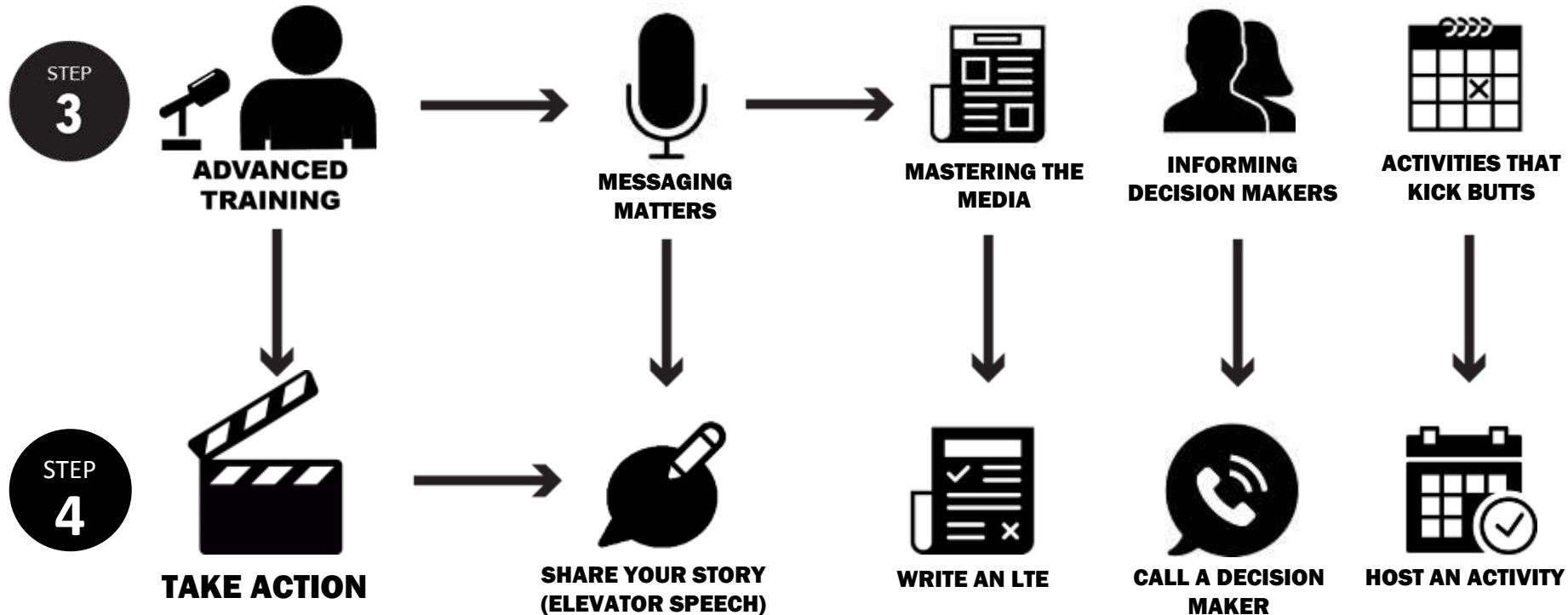
Post-Training Survey ⓘ

Upload #BetheFirst Selfie ⓘ  
100% Passmark

▼ Guide Your 4th Training ⓘ

0%

# ADVANCED TRAINING & DIRECT ACTION





Gustavo Torres  
Youth Advocacy  
Director  
Social

OUTLINE

Search...

SECTION 5: DELIVERING YOUR KEY MESSAGE

• Elevator Speeches

High-level

Elevator Speech Examples

Elevator Speech Examples

• ACTIVITY

• ACTIVITY

QUIZ

# DELIVERING YOUR KEY MESSAGE

*Elevator speeches*

## TAKING DOWN TOBACCO





# TAKING DOWN TOBACCO



Generously Supported By:



- Home
- Course Library
- Achievements
- Messages
- Collapse Menu



## INFORMING DECISION MAKERS

Understand why it is so important for advocates to have their voices and opinions heard by the decision-makers in their communities. Advocates learn where and how their voice can impactful, how best to communicate with decision-makers, and how to share their story and cause strategically.

Modules Additional References Review Achievements

Continue this course

The modules in this course must be completed in the order listed.

- Introduction COMPLETE
- Section 1: Advocacy 101 COMPLETE
- Section 2: Policy 100% My Score COMPLETE
- Section 3: Identifying Decision-Makers IN PROGRESS
- Section 4: Communicating with Decision-Makers IN PROGRESS
- Summary COMPLETE
- Test Your Knowledge 100% Achievement 100% My Score COMPLETE
- Course Feedback Survey

**COURSE**      **TRANSFERABLE SKILLS**      **DIRECT ACTION**

→      →



**Become a Trainer**

- Public speaking
- Group facilitation
- Managing

**Deliver trainings  
Educate peers**



**Messaging Matters**

- Personal branding
- Communication
- Advocacy

**Share story**



**Mastering the Media**

- Written communication
- Tactical planning
- Interviewing

**Write a LTE**



**Informing Decision-Makers**

- Strategic planning
- Critical thinking
- Active listening

**Call a decision-maker**



**Activities that Kick Butts**

- Goal-driven planning
- Organizing
- Creativity

**Host an activity**

STEP  
5



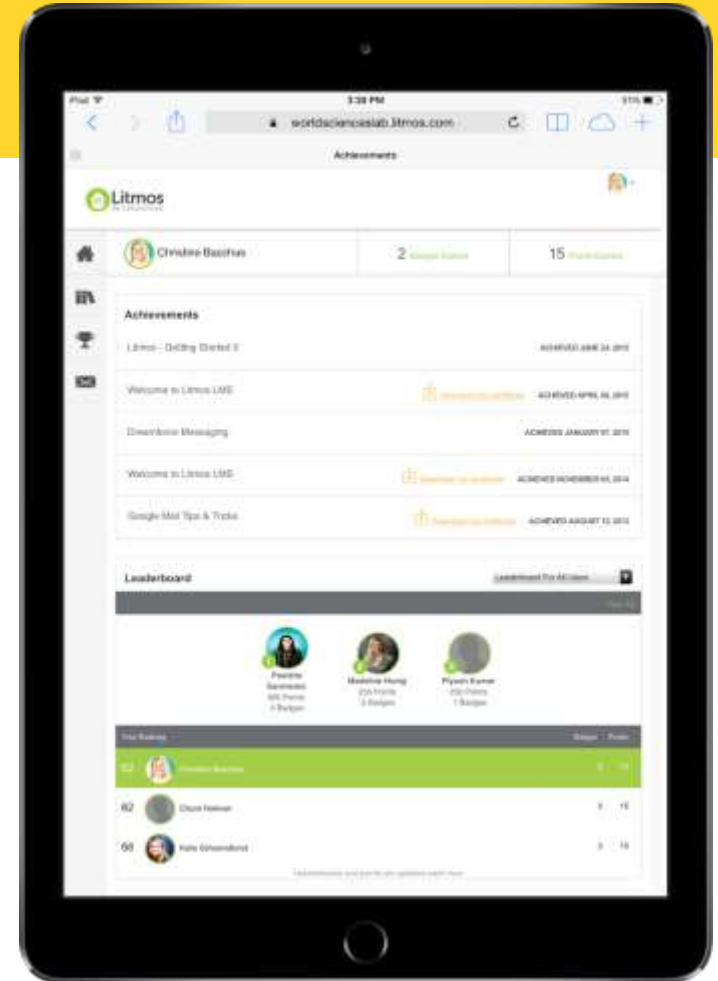
EARN POINTS  
& BADGES



- Complete **knowledge** courses
- Become a **certified** Trainer
- **Level up** as a Trainer

PTS

- Lead/guide trainings
- Complete **action** courses
- Complete **elective** courses  
(coming soon)



# GEAR & GRANTS



**TRAINING GRANTS**

**\$100 - \$300**

**ACTIVATION  
GRANTS**

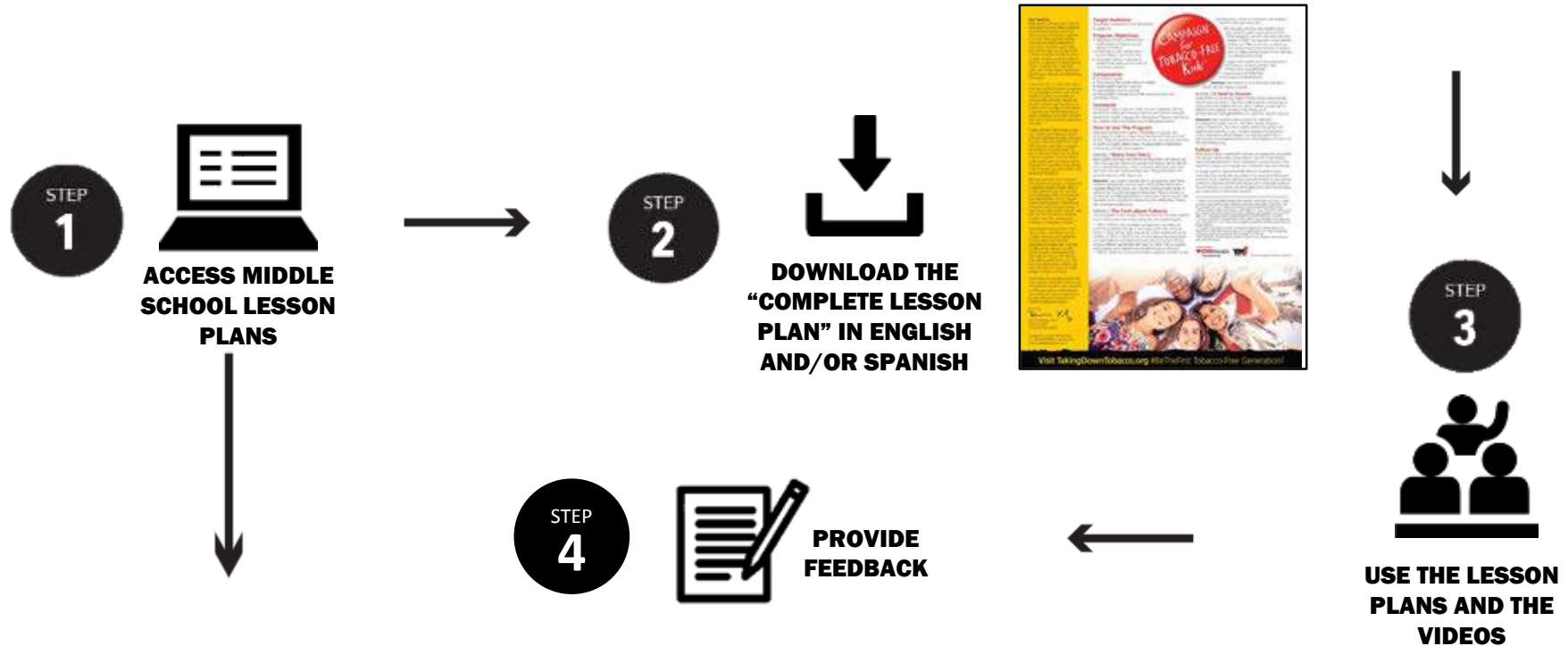
**up to \$500**

# PARTNERSHIPS & COLLABORATIONS





# MIDDLE SCHOOL LESSON PLANS



[WWW.YMICLASSROOM.COM/LESSON-PLANS/TAKINGDOWNTOBACCO](http://WWW.YMICLASSROOM.COM/LESSON-PLANS/TAKINGDOWNTOBACCO)

# SUCCESSSES ... SO FAR

*700,000*  
*youth trained*

*800+*  
*trainers*

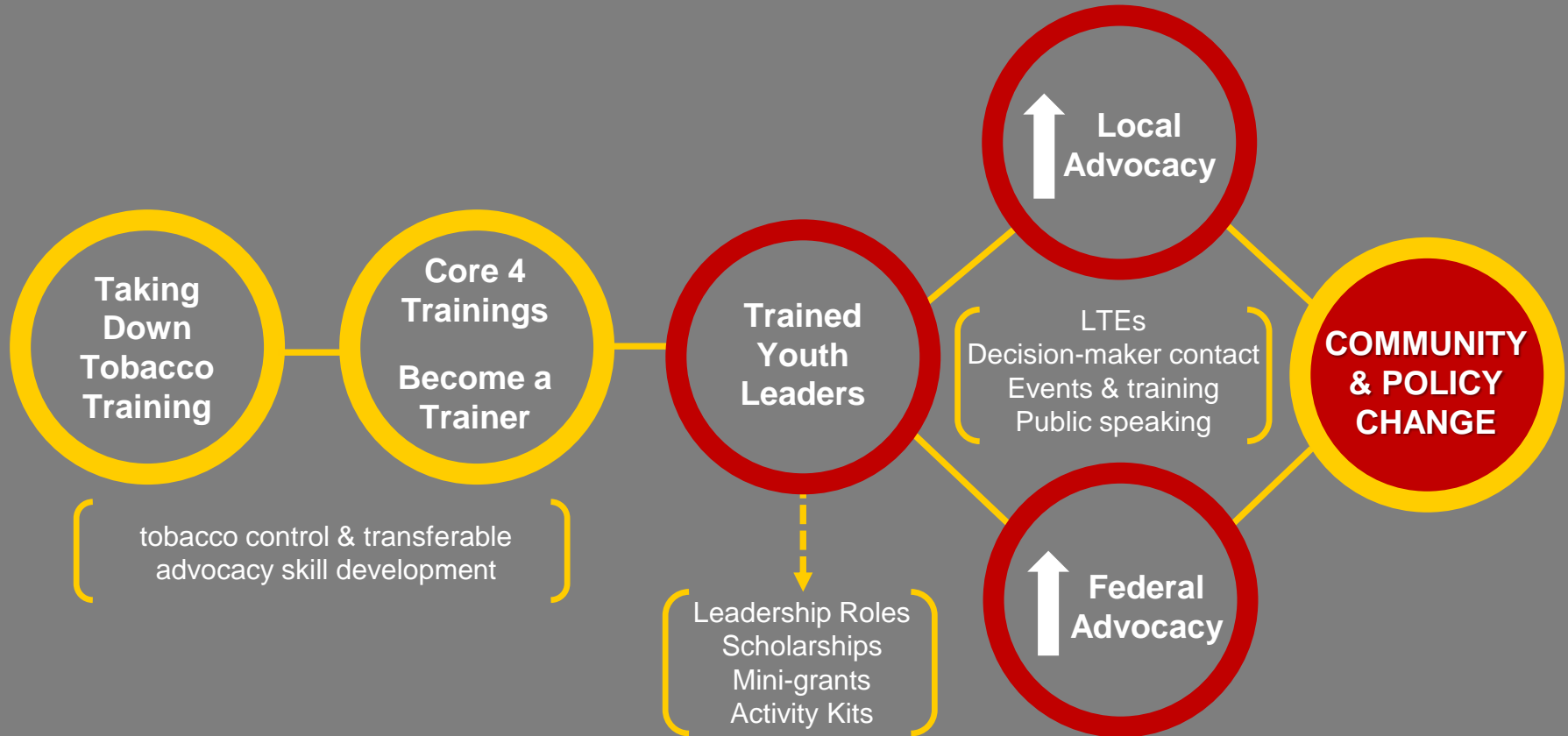
*3,700*  
*Core 4*  
*completed*

*6*  
*National*  
*Partnerships*

*20*  
*States*

*Best Partner*  
*Training*  
*Award*

# PIPELINE OF YOUTH ENGAGEMENT



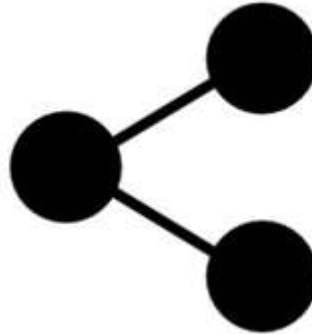
# *HOW CAN I USE IT?*

1



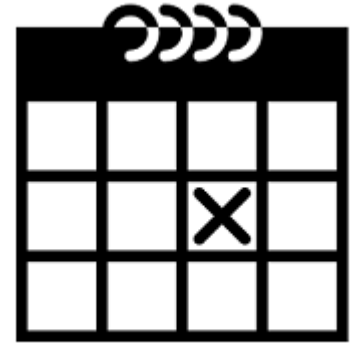
Complete courses

2



Think strategically

3



Create a training  
calendar

## **3** *STEPS TO PREPARE*

# *HOW CAN I USE IT?*

1



Lead or guide TDT 101  
for a group

2



Self-paced courses  
with group discussion

3



Group courses and  
discussion

## **3** *WAYS TO TRAIN*

# HOW CAN I USE IT?

**Taking Down Tobacco 101:** the basics about tobacco, including the dangers of all tobacco use; predatory marketing of the tobacco industry; groups targeted and most impacted; and proven solutions.

**Become a Trainer:** learn how to be an effective trainer, steps to organizing a training, how to localize the training for your community, and tips on engaging and inspiring your audience. **Direct Action:** Lead or guide Taking Down Tobacco trainings

**Messaging Matters:** how to share your story and get your message heard. **Direct Action:** Develop and your elevator speech

**Activities that Kick Butts:** crash course in event-planning. **Direct Action:** Host events and Activities

**Informing Decision-Makers:** identify and communicate effectively with various decision-makers in your school and community. **Direct action:** Contact decision-makers.

**Mastering the Media:** how to use media advocacy to spread your message even further. **Direct action:** Write and submit letters to the editor



*THANK YOU!*

Leslie Ferreira

Training & Outreach Manager

[Lferreira@tobaccofreekids.org](mailto:Lferreira@tobaccofreekids.org)

g